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CELEBRATE DISCOVERY!

A Blueprint for Activities Commemorating the Quincentennial of the Voyages of Discovery of Christopher Columbus.

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CELEBRATE DISCOVERY!

A Blueprint for Activities Commemorating the Quincentennial of the Voyages of Discovery of Christopher Columbus.

In 1492, when Christopher Columbus embarked on his discoveries, of necessity his energies first were directed toward the practical matters of logistics and other technicalities. Any emotional, aesthetic or humanitarian elements of a voyage of discovery were most certainly afterthoughts creeping in on the down side of political maneuvering and high seas adventure. Today, however, as we approach the quincentennial of Columbus' voyages from the "old world" to the "new," we do have the luxury of being able to celebrate not only the concrete events of discovery but also the spirit of discovery . . . that spirit which takes us on voyages not solely defined by physical trips into geographic unknowns but also those that lead us into the unknown as we learn, expand our world and unleash the multifaceted dimensions of our lives. We voyage into the new when we undertake scientific exploration and discover more about the way our bodies work and our minds function; we voyage into the new when we embark on self exploration,

testing our inner spirit, stretching our physical capacities and discovering the depths of our potentials; we voyage into the new when we experiment with new concepts and discover new ways of efficiently using natural resources, new approaches to educating our citizenry and innovative methods of caring for the sick.

As a commemoration of the discovery voyages of Christopher Columbus, the Christopher Columbus Quincentennial Commission wants to continue, further, promote and celebrate the spirit of Columbus . . . the spirit of Discovery. It aims to be the impetus for individuals, corporations, communities, church and civic organizations to undertake activities each year through 1992 which celebrate and inspire discoveries . . . discoveries about our world, ourselves, our communities and the daily miracles of life surrounding us; discoveries in science, in art, in medicine, and in the diverse and rich cultures which comprise the communities of our state.

The Commission has put together a Blueprint of its thoughts on how that effort can be realized. The Blueprint consists of overall

themes around which annual events could be organized and a description of actual events and activities which could be sponsored or promoted to stress and highlight each year's theme. In all cases, the goals are the same . . . to celebrate discovery while building lasting monuments that carry into the future and remain for those who in the future follow us.

Theme 1989: DISCOVERY AND COMMUNITY

The Massachusetts sense of and commitment to "community" has the unique distinction of having its serious and heroic moments recorded in history books as fine examples for successive generations to emulate while at other times having its frustrating and humorous moments highlighted as models of inefficiency and failures not to be repeated. In this state, "community" is a tradition alternately derided as parochial and touted as uniquely suited to the preservation of spirited independence. In its best expression, Massachusetts' sense of community is credited as the inspiration behind the resiliency that keeps the state on the cutting edge of dealing with the problems

of the twentieth century. Consequently, the Commission feels it natural to begin the celebration of discovery with a focus on some of the more problematic issues facing the state's 351 cities and towns, individually or in clusters.

In many ways, the issues facing communities in the quincentennial years of Columbus' voyages are similar to those existing during the years of his initial voyages. Although the discussions surrounding the issues may be more protracted because of modern complexities, communities across this state and in many others still are grappling with economic survival, cultural integration, access to and assurance of quality education, mitigation of disease, and preservation of natural resources. The Commission proposes that our cities and towns, individually or in clusters, be encouraged . . . and possibly enticed . . . to join in the celebration of discovery by discovering new ways, new coalitions, new approaches that can enhance their abilities to resolve these problems. Although each community has needs that are unique, any of the aforementioned issues could easily serve as a common

focus for activities with groups of communities or within regions of the state. The Commission envisions that many of the activities sponsored will involve multiple public and private groups and that many will result in tangible and lasting programs or services.

For instance, several Massachusetts communities are facing numerous dilemmas involving the integration of "new" arrivals within the community. Recently published demographic, educational and economic surveys provide community leaders with constant reminders that immigrant and Hispanic communities are going to provide the backbone of the workforce during the next decade and will constitute an influential economic factor as their numbers and purchasing power increase. Yet, prejudice, cultural bias and language barriers, among other things, often obscure the possible benefits to the community at large of people with diverse backgrounds living and working side by side and the integration of new communities with more established ones. In every school in this Commonwealth at least one teacher knows the frustration of having to fail a student who is handicapped, not by lack of ability or

motivation, but by the inability to understand the language in which the subject is taught. In those same communities, employers struggle to find ways to fill jobs, train employees without basic skills, and keep employees of different and sometimes conflicting cultural differences working productively side by side. And, community leaders struggle with the challenge of providing access to services--public safety, housing, education, health care, social services--for the new communities within their boundaries.

Other Massachusetts communities are facing the problems accompanying rapid growth. Part-time town officials, eager to do well by their electorate and neighbors and to expand community tax bases, make decisions and judgements that have long-term effects on a community's environment, economy and service base, often with only limited access to the kinds of information and technical support that could well assist them both in making community developmental decisions and in guiding their communities through the process of exponentially expanding the services required to support those decisions.

The Commission suggests that, under the umbrella of its Celebrate Discovery program, disparate community groups currently working separately to solve the problems outlined be encouraged to creatively join forces with each other and with outside sources of assistance. For example, established community leaders, educators, "new" community leaders and business and industry representatives could be encouraged to form coalitions to develop pragmatic programs that provide needed services, enhance integration and advance the quality of life in a community.

There are many possible ways of making expertise available to small town officials and of helping them use it. Teaming between local entities and private sector businesses would be conducive to the process. An "on call" or "stand by" team of appropriate business, industry, technical, legal, education, and/or public relations specialists from the private sector, on a localized or regionalized basis, could be identified and be available on a regular basis to town boards and committees. This group could be used as a sounding board, could provide needed technical advice and/or could assist in figuring out how best to

keep the community at large informed on issues and decisions affecting that community. Another approach is the creative rethinking of the role of local finance and advisory boards so that they serve the needs of today's communities with a structure, purpose, and process that is right for today and poised for tomorrow.

The Commission proposes that Celebrate Discovery 1989 be dedicated to identifying interested communities and encouraging them to participate in these endeavors. The goal should be to engage communities in the activities of all four years of Celebrate Discovery. Clearly, a substantial effort is involved in identifying communities, enlisting support for participation from both public and private sectors, helping them organize and providing ongoing support. Consequently, it makes sense to consider the four-year agenda.

The Commission suggests the following activities begin as soon as possible:

* Analyze available data and determine which communities and/or clusters of communities could benefit from and are interested in Celebrate Discovery.

* Survey cities and towns to determine their interest and the priority order of the most pressing issues. Identify already attempted coalitions.

* Analyze available data to determine what resources exist in the region that have not been previously utilized. This determination should be as exhausting as possible, including public, private and non-profit possibilities.

* Survey and obtain commitments from above to participate, determining the extent to which they will become involved.

* Establish the mechanics of the supportive technical assistance program that will assist the communities and sustain their involvement in Celebrate Discovery. Depending on appropriateness, this can be done by Celebrate Discovery staff or by arrangement with a local coalition member who is willing to donate staff time.

* Organize a series of events in at least seven, possibly nine, regions of the state to be scheduled for Columbus Day weekend, 1989--October 6, 7, 8 and 9--or during the week immediately following these dates which includes October 12, the celebrated date of Columbus' voyages.

  The Commission envisions this series of events as both the public "kick-off" activity announcing the Celebrate Discovery initiative and as a way to inspire cohesiveness and comradery within the participating communities.

  Clearly, the events scheduled will be largely dependent on the nature of the ongoing initiatives, the appropriateness of the fit, i.e., educational, cultural, and the preference of the working groups. However, the Commission envisions that a significant number will fall in the cultural, educational or entertainment category, and focus on the "discovery" theme. For example, if the issue is integration, there are a number of existing exhibits, plays, musical programs, etc., that can be assembled for weekend or week-long viewing. The Massachusetts Foundation for Humanities and Public Policy, for example, has funded: a series of lectures and slide shows on Laotian Americans, entitled "The Far World Comes Near"; a photo-essay examining the experiences of adolescents in a multi-racial

urban high school; a slide-tape program exploring the conflict between old and new immigrants in the mill towns of north-eastern Massachusetts; and a feature length comedy film about Cuban-American life in greater Boston. Any one of these could be made available, as can the works of the state's several hundred artists, writers and performers who have developed works that provide creative insight to an issue. Additionally, it may be possible, through existing Arts support programs to inspire the creation of a "new" work for the 1989 Celebrate Discovery initiative.

These events should be planned in cooperation with the community groups.

* Support the series of events with central financing or provide technical assistance to public or private sponsors for those events.

* Organize and fund a coordinated promotion program for the event series which highlights the Celebrate Discovery theme and the community coalitions as well as the events. The program should be well thought out, statewide in scope and well funded.

* Organize and/or provide support for the appropriate "reception" type activities to tie into the above events, ensuring that both the involved communities, artists and Celebrate Discovery personnel have opportunities to take the time to appreciate and savor their efforts.

* Establish a process and schedule to follow up on community initiatives so that as many as possible will result in useful and lasting programs, activities or community problem solving coalitions.

Theme 1990: Discovery and Health Care Solutions

It was written that the discovery voyages of Christopher Columbus resulted in "consequences in Europe, in Africa and in Asia that were such and so numerous that whole libraries would have to be written to enumerate them." The discoveries of new peoples, new spaces and new valuables brought new information, new experiences and new problems back to the old world's definitions and parameters of education, medicine, law, ethics, politics, science, economics, philosophy and social customs. In considering this list it is easier and most common to focus on the lengthier enumeration of positive changes . . . the new horizons, advantageous prospects, new technologies that accompanied Columbus' discoveries. However, a shorter list of "new problems" also should be considered, since they, too, resulted from those discoveries and they also dramatically altered the existing parameters of many things. For instance, Columbus' voyages brought the exchange of diseases between the old and new worlds, revolutionizing medicine with the discovery of hitherto unknown diseases and, of necessity, spurring the development of new treatments.

This encounter with "new" diseases and later historical encounters of a similar sort had problematic ethical, sociological, economical and philosophical ramifications. Each time we historically have had to confront a new and deadly disease, we have learned from the experience. However, no matter how many times societies have done so, the process has not become any less fearful, stressful or divisive.

Currently, the world is again dealing with a disease--Acquired Immune Deficiency Syndrome, or AIDS--that is again challenging all known parameters in medicine, law, education, ethics, economics and social custom. AIDS is a lethal disease, currently incurable, that is striking young people in the prime of their lives. It is a disease that has the potential to wipe out a generation, causing irreparable human and economic damage if allowed to spread unchallenged by behavior and attitude change. The Commission feels the issues raised by AIDS need to be posed in a number of forums, examined against the backdrop of historical and humanitarian analogies, and that reasoned decisions must be reached concerning strategies to combat the disease and to enable

society to deal well with the social, ethical and other ramifications of it. Consequently, the Commission's plan is to devote the second year of Discovery programming to working with Massachusetts' elected and appointed officials and preparing them to solve some of the community information and resource management dilemmas posed by the disease AIDS.

Massachusetts has been well ahead of most other states in the fight against the disease AIDS. The first AIDS cases identified in Massachusetts were diagnosed and treated in Boston at teaching hospitals affiliated with some of the most prestigious medical schools in the world where related research was already ongoing. Massachusetts was one of the first states to appropriate state dollars for AIDS related research and blood supply screening which attracted top medical researchers who, in turn, were cajoled by shrewd Department of Public Health officials into partnerships that went far beyond the dollar value of the research appropriation. The advantages from that have been expended, however, as the second phase of the AIDS onslaught already has begun. Statistics compiled

by the state, and other information collected by the Commission, sketch a very different composite for the face of that disease as we close out the decade of the 1980's and look ahead to 1990 and beyond.

The sheer numbers of people with AIDS in Massachusetts has increased dramatically--62 percent--from 1,235 in January, 1988 to 2,003 in January, 1989. The increase since the middle of the decade to the end is even more significant. There was almost a ten-fold increase from 204 reported cases in January of 1985 to the 2,003 in January of 1989. The current rate of hospitals reporting AIDS cases shows a decline in the numbers reported by the two largest Boston based teaching hospitals with a corresponding increase in cases for smaller urban and community hospitals which are picking up the difference. The faces of people with AIDS also have changed during the last half of the 1980's . . . they are increasingly the faces of women, children and people of color, as well as those of gay white males, and, according to state health experts, approximately 2.5 out of every 1,000 babies born in

Massachusetts in 1987 were HIV positive. Health officials predict that half of those children--about 100 statewide--will go on to develop full blown AIDS within a year.

But, one of the most important things we have learned about this treacherous disease we learned early on, and that is--AIDS is preventable. Knowledge about the disease--how it is transmitted, its truths and myths--is key not only to preventing its spread but to mitigating the physical, emotional, psychological and financial burden of those who suffer with AIDS and the disruption to the communities, schools, businesses, health and social service delivery institutions which have to deal with AIDS and its related issues.

Although much has been done, particularly in Massachusetts, to educate people and help them deal with many aspects involved with the disease AIDS, very little has been done in a targeted, comprehensive way to assist community leaders in dealing with and planning for the effects of the disease on community-based services and day-to-day affairs. For example, at least a half dozen Massachusetts communities have shared the experience of publicly

dealing with the issues surrounding the school attendance of an elementary aged student. However, as of this date, no community has had to publicly deal with the issue of having a teacher or other public employee with AIDS continuing to work. The situation will arise and more than likely pose the following questions: "What policies are in place?"; "What, if any, state laws and guidelines apply?"; "How do we handle public inquiries?"; "Whose responsibility is it to deal with the press . . . what do they need to know?"; and, "What is the town's liability?" These questions will obviously have to be answered by public officials. Clearly, dealing with these questions prior to a crisis situation is ideal. Consequently, public officials can gain from being exposed to pertinent AIDS related education and strategies that have proven successful in private business and industry, where persons with AIDS are continuing to work.

Additionally, as both the numbers of persons with AIDS increase and the new drugs increase the ability to continue normal activities, public officials will be called on to make

decisions involving the siting, public health and safety regulations for day care facilities, group homes, respite and home care services or facilities, among others. Although there are no direct precedents for these kinds of decisions here in Massachusetts, there are resources in a few other states--mostly California and New York--that can be looked to as examples of how to deal with similar situations in ways that mitigate public fear and anxiety and still protect people with AIDS. However, ideally, public officials need to be aware of what assistance is available, as well as other information about the status and progress of the disease AIDS and its potential effect on communities in this state.

Consequently, the Commission proposes that its 1990 Discovery activities focus on Massachusetts community leaders--elected and appointed--and work with them to help solve what experts have said will be one of the most challenging dilemmas of the century--AIDS related care and the disease's encircling skirt of social, legal, ethical and humanitarian issues. The Commission suggests that appropriate communities from across the state be invited to

participate in an intensive, weekend-long retreat/conference, to be scheduled for Columbus Day weekend--October 5, 6, 7 and 8, 1990. Each community would be asked to designate a team of at least seven elected and/or appointed decision makers responsible for key community services, such as: general government, public safety, education, health, social services, housing, etc. They would be asked to participate in several days of education, seminars, workshops, panel discussions, strategy sessions and theatrical and graphic presentations, which will focus on helping community leaders understand the disease AIDS and its potential impact on communities and services, and to assist them with the advance planning and preparation that can mitigate human stress and suffering and community disruption in the wake of this disease.

The Commission expects to include all of the usual--basic AIDS education, statistics, medical updates, popular keynote speakers--and something of the unusual in its approach to the pro-

gramming for the retreat and the necessary advance work with the community team invitees. For instance, the Commission has already piqued the interest and secured the subsequent planning involvement of the Massachusetts Foundation for Humanities and Public Policy, Inc. They are willing to do two things: (1) develop creative programing that draws on the disciplines of the humanities and arts, and provides relevance for community leaders in the understanding of the psycho/social aspects of AIDS, and (2) provide assistance to community teams in advance of the retreat so that they can get maximum benefit from the experience.

The Commission envisions the retreat as both an educational/resource forum and as an opportunity for community leaders to meet with one another to share successful experiences, fears and ideas. It is expected that the teaming of cities and towns--experienced with inexperienced, and like problems with like problems--

will extend beyond the retreat and be reinforced with a resource network and other follow-up. The Commission realizes that the success of a venture such as this is dependent on advance planning and the involvement of key players early on in the planning process. Consequently, the Commission suggests the formation of an advisory unit to assist with planning and program development. That unit should include representatives from: invited communities; private business and industry; community action and social service agencies; pertinent state agencies, such as public health, education, community affairs and social services; and representatives from the broad spectrum of AIDS activist groups, among others.

The Commission anticipates that the retreat will provide an experience that could be developed and marketed as a model training program for community leaders across the country. With this in mind, it may be productive to involve, at the outset, a corporate sponsor who has the interest, foresight and capacity to use the retreat to develop a prototype training program, resource guide and

other related training aids that can be commercially marketed. Clearly, the Commission envisions this as an ideal way to retain extended recognition while providing a useful product from the effort.

The Commission suggests the following activities in connection with the retreat:

* Analyze available data and consult with appropriate state agencies and determine which cities and towns could benefit from participation in the retreat.

* Survey cities and towns to determine interest and most advantageous conditions under which they would likely send a team.

* Work with the Massachusetts Foundation for Humanities and Public Policy to determine what can be done in advance of the retreat to enable cities and towns to get the most out of the sessions.

* Engage a cadre of sponsors--12 to 15--that will provide both financial and in-kind contributions for the event. This group may include private corporate sponsors, as well as state agencies, and may well include those asked to serve on the advisory unit. The Humanities Council has already indicated a willingness to serve as a sponsor.

* Establish an advisory unit to assist with planning and program development.

* Determine an appropriate site. The Commission envisions the event being held on a self-contained college campus, or like facility. Ideally, the site would be easily accessible, with housing, food and other amenities available and be an institution

with which community leaders of all types would feel "comfortable."

* Develop the program and calendar of events for the retreat.

  Clearly, some of the scheduled program will be built around the advance work done by the Humanities Council. However, the Commission also envisions a mix of workshops, seminars, keynote addresses, panels, and theatrical and/or other artistic displays that will inform, educate and hold interest. The Commission hopes to see creative presentations that, among other things: teach community leaders how to access, interpret and constructively use AIDS related statistics generated by the state and federal governments; provide updated medical, testing and other basic AIDS information (commonly known as AIDS 101 or 102); walk public officials through the processes of developing AIDS related policies and procedures, media strategies, public informational meetings, etc.; provide case studies and other examples of successful integrations of AIDS related services within communities; and demonstrate how a variety of local resources--volunteer services, private contributions, meal services, etc.--can be coordinated and provide help for persons with AIDS.

  It is also expected that persons with AIDS will be included in the program.

* Provide for the development and marketing of the conference training and resource guide.

* Establish a process and possibly a point state agency that will serve as a follow-up mechanism for communities seeking additional assistance.

Theme 1991: DISCOVERY AND FAMILY

Unfortunately, all too many of us remember the lessons of history in dates, places and names. And, as time elapses between our school history classes and commemorative events such as the quincentennial of the discovery voyages, the more convergent are the lines of clarity among the three. Even the more vivid images--sparkling, twin-masted wooden vessels (what were their names?) braving rough seas--defy quick recall. Perhaps the situation would be different if the history lessons of our past had instead focused on the more interesting question of: Just who is this fellow, Christopher Columbus? Ironically, a fair amount of information to answer this question can indeed be found in reading through the paragraphs of history in between the dates, places and names.

Taken together, there are many interesting facts and other tidbits that tell us about the person Christopher Columbus. They all, however, begin with some telling details about his family (mother, father and brother) and his home town (his extended family) and the effects of both on the personality and character traits that

ultimately combined to help him fulfill a dream and realize his potential. Five hundred years later, the term "family" and "extended family" have very different meanings, and, to some, those words have no meaning at all. However, what remains true is the fact that individuals who comprise those groupings, by whatever definition, can still greatly affect the ultimate realization of dreams and new discoveries of many dimensions.

The Commission proposes that Celebrate Discovery, 1991 be dedicated to creatively exploring, defining and then showcasing the 1990's versions of family. The Commission envisions that the focus on family will include an examination of both the strengths and stresses of the 1990's version of "family" ties. For instance, a good beginning is to look at the term "family" and what, in the 1990's, it means. To increasing numbers, family means the twenty adults and children who were at the homeless family shelter between December and October of a certain year, or the four or five other physically or mentally impaired adults in the group home with whom

they shared the realization of a dream to earn a living wage. The Commission expects the Discover Family programming to focus also on the effectiveness of good communication in enhancing a family's living skills and the leverage that knowledge and information can give a family in navigating through daily life experience. And, finally, the program will include a creative analysis of family support services and how they can be accessed.

The Commission concedes that conceptually and logistically the Discover Family focus will be the most difficult to manage. Consequently, it is suggested that it include teaming the unlikely players of media/marketing professionals, educators (public and private) and social service providers early in the year to develop a sophisticated and extensive multi-media package that will be the centerpiece of the Discover Family programming. The Commission envisions the year's Celebrate Discovery special event as a month-long Discover Family awareness period during October, 1991. Representatives of the educational, social service, governmental and private sector could be encouraged to sponsor a creative variety of

events during October, 1991 throughout the state that will highlight the Discover Family theme. Open to the public--probably free of charge--these events would focus on the contemporary meaning of family, showcase existing programs and services that illustrate and support that meaning and provide family resource information and possibly access to family support services, such as day care or job fairs.

Initially, the Commission sees the task of the media advisory team working with staff and/or a corporate sponsor to develop a video, a series of public service spots and possible ideas for public and children's television broadcasts. It is anticipated that the video, particularly, will be copywrited and distributed as a Celebrate Discovery programming product similar to the AIDS retreat training manual. The video would set the stage for the Discover Family year, so it should include: a creative exploration of the variety of versions of family and extended family; explore the value of open communication and the leverage provided by information and knowledge, and provide an explanation of resources and a

guide to support services. Distribution possibilities for the video include libraries, educational institutions, Employment Assistance programs, social service agencies and possibly some home distribution. The possibilities for public service spots and programming are numerous and include featuring: the economic advantages to communities of the advent of and current sophisticated financing mechanisms of group homes of all kinds; effective use of purchasing power; how to buy and use health care insurance and health care facilities, etc. All programming should be produced in as many languages as possible--English, Spanish, Portuguese, Creole and Asian dialects, etc.

The Commission feels the impact of the multi-faceted contemporary media on the family of the 1990's needs little elaboration. It is, of course, an understanding of that influence that leads us to suggest that representatives of the various aspects of that profession be engaged as early as possible as sponsors and advisers and program participants for the Discover Family

event series. The Commission also suggests the following additional activities, among others, for 1991:

* Establish the market potential for the multi-media package or pieces thereof.

* Select and organize the Discovery and Family advisory unit and establish its mission, timetable, and support sponsorship.

* Determine a process for organizational and public participation in the October, 1991 family awareness month. The mechanics should include a way of encouraging appropriate programming, steering the choices to the Commission's three-pronged focus.

* Establish a centralized way of keeping track of scheduled events so that they can eventually be promoted and featured under the Celebrate Discovery umbrella.

* Provide ongoing technical assistance and support for the advisory unit and the awareness programming.

* Establish a process and schedule to follow up on appropriate awareness month initiatives so that as many as possible result in extended programs or lasting liaisons.

Theme 1992: Discovery and a Sense of Place

There is a fairly obvious association between the celebration of the voyages of discovery and a Sense of Place--the sea and its safe harbors. The Quincentennial Commission's proposal is clear and extensive for the celebration that marks this direct relationship. It includes: a parade of approximately 30 Tall Ships into Boston Harbor on July 11, 1992; a host of public and private events centered around the ships and accompanying crews and dignitaries while they are in port between July 11 and 16, 1992, and finally, an appropriate send-off for the fleet of Tall Ships as they depart Boston Harbor on July 16, 1992 for a much touted race across the Atlantic to Liverpool, England. However, the Commission also envisions that the discovery voyages' quincentennial year of 1992 will include activities and events that go beyond the obvious associations of place, but not beyond the ordinary. The Commission also proposes that communities across the state be encouraged in a variety of ways to Celebrate Discovery and a Sense of Place by identifying a prominently located or viewed, but unattended,

unadorned and "ordinary" spot and making it a place of celebration. It can be a place for quiet celebration, such as the planting of a tree or setting of a bench, or it can be on the larger scale of sprucing up an ugly lot or building entrance.

Because of the magnitude of the venture and the necessary advance planning and activities, the Tall Ships Parade portion of Celebrate Discovery will be structured, operated and possibly financed as a separate unit, much as has been done in the past to provide for a Boston event including the Tall Ships. Fortunately, organizational activity for the Tall Ships event has already begun in conjunction with the Massachusetts Port Authority, the World Trade Center and several representatives of the Massachusetts community of developers. Additionally, an activities plan, timetable and budget has been developed for the event and is currently under consideration by the Tall Ships coordinating group mentioned above.

Consequently, the balance of this proposal will address the Commission's ideas for 1992 in addition to the Tall Ships. In keeping with the Discovery and a Sense of Place theme, the Commission

suggests that the Massachusetts Horticultural Society be approached with the request to structure its 1992 spring flower show around the actual theme or something closely associated. For example, a theme that encourages flower show participants to present 15th century cloistered and/or other gardens would be ideal. It may also be possible for Celebrate Discovery to agree, if the practicability is built into the theme, to provide a sponsor for the installation and annual maintenance in an appropriate city or town of the blue ribbon winner or winners. The Horticultural Society holds the annual spring flower show during the first week in March, and it would provide an ideal stepping off point for the 1992 events.

Another possibility, in keeping with the 15th century garden theme, is to conduct a statewide competition to determine the best design in several categories of an example of a late 15th century garden, representative of those existent in Spain, Portugal or Italy with practical adaptability to Massachusetts. The competition could also include a category for garden ornaments and/or

sculptures. The design categories could be site specific and some appropriate communities (those with suitable, temporate locations)--New Bedford, Provincetown, Cape Ann, Bourne, etc., could be encouraged to participate. Celebrate Discovery would underwrite the installation of the prize-winning gardens and find a sponsor to annually maintain them. Possible categories would include: college/graduate level horticultural programs; high school and 13th and 14th year horticultural programs; amateur garden clubs; schools of design and/or art, and architecture, and commercial nurseries (this category could be tied to the flower show winners). The installation of the gardens would be tied to dedication events in October, 1992 to provide a finale to the Celebrate Discovery years.

The National Endowment for the Arts has established a Design Arts Grant program specifically for ideas with a theme tied to the quincentennial of the discovery voyages. The program provides up to $50,000 in award money and could be used to do the planning for the design competition or for the contest itself. However, applications must be filed by May 30, 1989. It is expected

that money will become available during the early part of 1990. It is also possible that other funds will be available in 1991 and 1992.

The Commission views this and other similar activities as very appropriate for the Discovery and a Sense of Place theme. The Commission envisions that activities will peak and include dedication or similar activities scheduled to coincide with the observance of Columbus Day in 1992.

As recommended previously in this blueprint, the Commission expects that an advisory unit will be formed for the 1992 activities. A teaming of architects, landscape designers, state and local departments of public works, capital planning and appropriate private sector businesses would be ideal and such a unit could assist with planning, logistics and sponsorship of the 1992 events other than those involving the Tall Ships.

The Commission also suggests the following activities for the 1992 observance:

* Develop an activity and promotion scheme that balances the Tall Ships event with the other 1992 Celebrate Discovery agenda.

* Engage the cooperation of the Massachusetts Horticultural Society as soon as possible.

* Establish the Sense of Place advisory panel and determine its mission and timetable.

* Apply for available NEA and/or other applicable grants.

* Determine a process for community participation in the Sense of Place program.

* Develop an appropriate promotional campaign for all of the above.

CELEBRATE DISCOVERY

Proposed Organizational/Administrative Structure

The Quincentennial Commission recommends that:

* A private, non-profit corporation be formed, which includes at least five principal officers of major Massachusetts businesses.

  John Drew, President of the World Trade Center, has already agreed to serve. Francis X. Bellotti, Esq., of the firm of Gaston & Snow has also agreed, with the cooperation of his firm, to provide pro bono legal consultation for the incorporation process.

  This group will form the Board of Directors of the Celebrate Discovery Corp., determine its mission, set its agenda and timetable, provide for its financing, hire staff and generally manage the four year's worth of Celebrate Discovery activities.

* The Chairman of the Quincentennial Commission serve ex-officio on the Board of Directors.

  The Commission will remain intact and continue to provide appropriate support, critical community liaisons, and other assistance as needed for the Celebrate Discovery programs over the next four years. The Chairman's designated staff person will provide day to day technical assistance to and liaison with the corporation's Board.

* The Chairman of the Tall Ships organizational unit also serve on the main Board of Directors.

  It is expected that a separate unit will organize, schedule, promote, finance, and generally manage the activities involving the Tall Ships Parade. However, that activity needs to be coordinated with the overall Celebrate Discovery agenda, and it may be appropriate to eventually merge the two units.